What is claimed is:

1.   A method of providing a position-matched information service, comprising:

searching a database of information for content corresponding to a current location of a the mobile terminal determined by location tracking when information content is requested by the mobile terminal; and

transmitting the searched content to the mobile terminal.

2.   The method of claim 1, further comprising searching contents among various language study conversation contents corresponding to the current location of the mobile terminal when the mobile terminal requests a language study conversation service.

3.   The method of claim 2, further comprising transmitting English conversation multimedia corresponding to a site according to the location of the mobile terminal when the mobile terminal requests the English conversation multimedia as the language study conversation service.

4.   A method of providing a position-matched
English conversation service comprising:
tracking a location of a specific mobile
terminal;
registering a final location of the mobile
terminal;
searching a specific English conversation data
stored in a memory that corresponds to the
registered final location when the mobile
terminal requests a English conversation
service at the registered final location; and
transmitting the English conversation data to
the mobile terminal.

5. The method of claim 4, wherein searching the
English conversation data comprises:
determining a site in accordance with the
registered final location of the mobile
terminal; and
searching English conversation data
corresponding to the determined site among a
plurality of stored English conversation data,
so as to provide data corresponding to the
determined site from among a plurality of sites.

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6. The method of claim 5, wherein determining the site in accordance with the final location comprises:

5   receiving an inherent number given to a base transceiver station controlling the mobile terminal and a tracking location of the mobile terminal from a network providing the mobile terminal with a mobile communication;

10   matching the received inherent number of the base transceiver station and the tracking location of the mobile terminal with an electronic map of the base transceiver station wherein the electronic map is previously

15   retained; and

determining a place coinciding with the tracking location of the mobile terminal on the electronic map as the site of the mobile terminal.

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7. The method of claim 5, wherein the English conversation data comprises packet data having video data representing virtual situations for each of the plurality of sites, audio data

25   representing conversations pertaining to the

virtual situations, and text data expressing a text transcription of conversation contents of the audio data.

5   8.   A method of providing a position-matched English conversation service, comprising:

storing a plurality of English language conversational phrases as multimedia data corresponding to a plurality of situations of a

10   plurality of sites, respectively;

determining a location of a mobile terminal in accordance with a location tracking procedure when the mobile terminal requests an English conversation service;

15   determining which one of the plurality of sites corresponds to the location of the mobile terminal; and

transmitting an English language conversational multimedia phrase corresponding to the

20   situation and site of the mobile terminal.

9.   The method of claim 8, wherein transmitting the English language conversational multimedia phrase comprises:

25   transmitting a menu listing the plurality of

situations corresponding to the determined site; and

transmitting, when a specific one of the situations is selected from the menu on the mobile terminal, the English conversational multimedia phrase of the site corresponding to the selected menu item.

10. The method of claim 8, wherein transmitting the English language conversational multimedia phrase is performed by transmitting a menu listing various situations set up to correspond to the determined site and the English language conversational multimedia phrase corresponding to the menu of the situations.

11. The method of claim 9 or 10, wherein the menu listing is displayed on the mobile terminal, a menu item for a desired situation is selected by a user, a video and a conversation audio reproducing the selected menu item are played, and simultaneously a transcription of the audio is displayed as text.

12. A method of providing a position-matched

English conversation service, comprising:

storing a plurality of English conversational multimedia phrases relating to a plurality of conversations relevant to a restaurant;

determining a present location of a mobile terminal when an English conversation service is requested from the mobile terminal; and

transmitting a selected one of the plurality of the restaurant related English conversational multimedia phrases to the mobile terminal when it is determined that the present location of the mobile terminal is a restaurant.

13. The method of claim 12, wherein the restaurant related English conversational multimedia phrases are classified into a first situation multimedia data used for ordering meals, a second situation multimedia data used for dining at the restaurant, and a third situation multimedia data used for paying a bill at the restaurant, and wherein the classified first, second, and third situation multimedia data are transmitted to the mobile terminal in a single data stream.

14.   The   method   of   claim   12,   wherein   the restaurant   related   English   conversational multimedia   phrases   are   stored   by   being classified   into   a   first   situation   multimedia data   used   for   ordering   meals,   a   second situation   multimedia   data   used   for   dining   at the   restaurant,   and   a   third   situation multimedia   data   used   for   paying   a   bill   at   the restaurant,   and   wherein   one   of   the   first, second,   and   third   situation   multimedia   data selected   from   the   mobile   terminal   is transmitted to the mobile terminal.

15.   The   method   of   claim   13   or   14,   wherein   when one   of   the   first,   second,   and   third   situations is   selected,   video   data   and   conversation   audio   - data   reproducing   the   selected   situation   are played,   and   wherein   the   conversational   audio contents   is   simultaneously   outputted   to   the mobile   terminal   as   English   language   audio   and   a transcription of the audio.